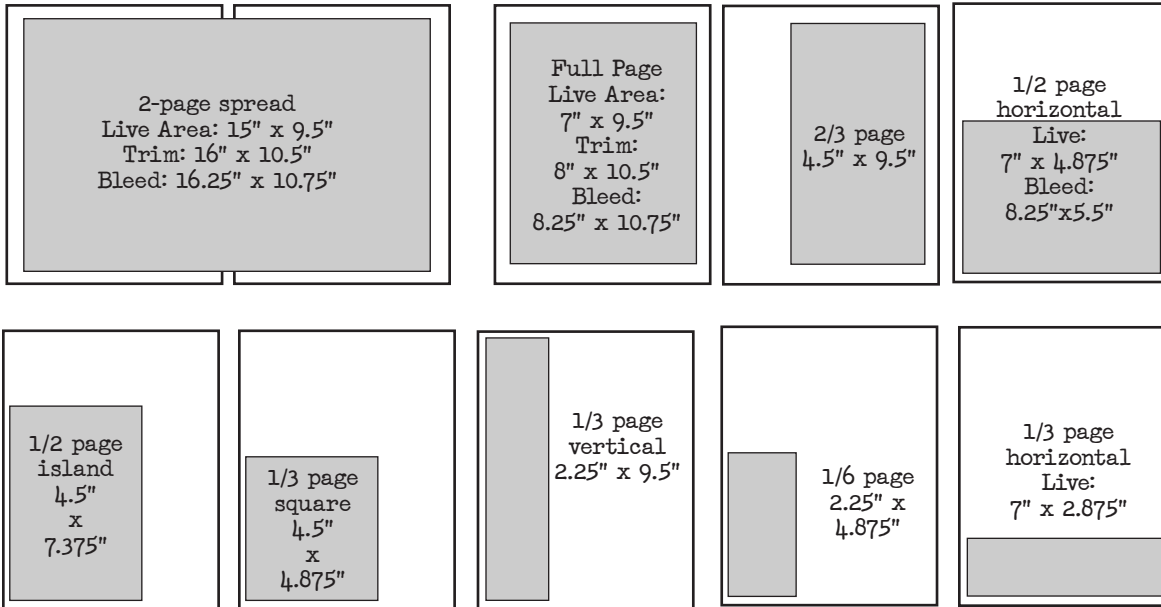


## Standard Sizes (inches)



## Production Charges

Any typesetting, design, photography, color separations, stripping or other production charges will be billed at cost.

## Advertising Art Specifications

Publication Trim: 8" x 10.5"  
Binding: Saddle Stitched  
Paper Stock: 70lb coated  
Preferred line screen: 133  
Printing process: web offset  
Safety: Live area should be 1/4" from trim.

## Contact

Katharine Murphy  
Art Director  
1145 Generals Hwy  
Crownsville, MD 21401  
410.923.0688  
Please email all files to:  
katharine@scudderpublishing.com

## Ad Submission

- Please supply all fonts, images and artwork with ads supplied in these applications. All supplied material should be in CMYK and have fonts embedded in all graphics.
- We do not accept ads in Microsoft Word, Microsoft Publisher, PowerPoint or Corel Draw.
- We require a high-res color proof of supplied ads to guarantee ad reproduction. This applies to uploaded materials as well. If you do not supply this proof, we cannot guarantee ad reproduction.
- Accepted Software Packages and File Formats:
  - Adobe Acrobat**  
File Format: PDF for high-resolution printing. Resolution: 300 dpi, Frequency: 150lpi. Embed all used fonts. CMYK.
  - Adobe Photoshop**  
File Format: Photoshop jpeg or tiff. Include all artwork and fonts. CMYK.
  - Adobe Illustrator**  
File Format: Illustrator eps or pdf. Include all artwork and outline fonts. Picture resolution: 300 dpi. CMYK